



**MINUTES
DEVELOPMENT COMMITTEE
UNA FOUNDATION**

Friday, November 15, 2019; 10:30 a.m. – 11:30 a.m.

The Guillot University Center – Banquet Hall E

Present: Chair Jim Page, Vice Chair Brad Botes, Melissa Long, Derrick Mills, Uhland Redd, Robert Steele and Stephanie Teichmiller

Absent: Chester McKinney

Others Present: none

Staff Liaison: Barbie Terry

The meeting was called to order at 10:30 a.m. by Jim Page, Chair. A welcome was extended by Chair Page and everyone took time to introduce themselves. Chair Page presented the minutes from the July 18, 2019 meeting to the committee. Co- Chair Brad Botes made a motion to approve the minutes. The minutes were approved. Chair Page then turned the meeting over to Ms. Barbie Terry for Advancement updates to the committee.

First, Ms. Terry updated the committee on the strategic use of Target Analytics. She discussed implementing the centralized model for both discovery and portfolio management. This is the strategy to engage donors/prospects in Alabama, Georgia, Mississippi and Tennessee. Ms. Terry also updated the committee on the recent purchase of iWaves and how that software compliments the Target Analytics data. iWaves allows prospect research to extend beyond the barriers of our database and assists in strategic planning of visits and asks. Finally, Ms. Terry discussed the database scrub that will take place. Most universities perform a database scrub every few years while UNA has not scrubbed the database. This process will ensure the data the team is working with is as accurate as possible which aligns with the strategic efforts to work smarter and not harder. Co-Chair, Brad Botes brought up the point of prospect privacy. We talked about the confidentiality form and how information is shared with the group.

Chair Page used the discussion of data to segway into the discussion of prospect engagement. He shared the personal story of one of his guests who came to Derby has now funded a scholarship because of being re-engaged with the University. There was discussion around ways that the board members can help the Advancement team engage prospects in a positive way which will make the cultivation process more seamless. Ms. Terry talked about using the cultivation phase as a time to discuss philanthropic priorities and making sure gifts are more meaningful and not transactional. Member Robert Steele talked about his experience with a recent golf tournament and suggestions on how the opportunity was lost for

true discovery and conversation. Again, the group talked about ways to have meaningful engagement which will lead to increased philanthropic support.

The meeting adjourned at 11:20 a.m.